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"IN THE GREEN"

MOUNTAIN VIEW BUSINESSES RECEIVE GREEN CERTIFICATION FROM SANTA CLARA COUNTY

A diverse group of nineteen Mountain View Businesses are now certified as Green Businesses by the Santa Clara County Green Business Program. The Green Business Program is a successful partnership of environmental agencies and utilities that assists, recognizes and promotes businesses and government agencies that volunteer to operate in a more environmentally responsible way. To be certified "green," participants must be in compliance with all regulations and meet program standards for conserving resources, preventing pollution and minimizing waste. Since 1996 in Santa Clara County alone, 115 businesses and public agencies have been certified.

Mountain View Green Certified Businesses 2008

American Century Investments

Caspio, Inc.

Conceptus, Inc.

Coupons, Inc.

eHealth, Inc.

Facilities First

Fenwick & West, LLP

Green Stock Media/Kahncious
Multimedia

Hawley Peterson & Snyder Architects

Hotel Avante, a Joie de Vivre Hotel

Hula Networks, Inc.

Mind Source, Inc.

Moffett Laundrymat

Red Hat, Inc.

SolFocus, Inc.

Stratify

The City of Mountain View Senior Center

UPLifting Personal Fitness

Weiss Associates/Aqua Tierra Associates,
Inc.

How can my business be green?

For more information call (408) 282-3180 or
email: SCCReduce.Waste@aem.sccgov.org



Events for Business Owners This Winter

1/13 – Women in Business Luncheon – Speaker TBA

Location: Michaels at Shoreline (2960 N. Shoreline Blvd.)

1/14 – Tri City Business Mixer w/ Los Altos and Palo Alto Chamber of Commerce: 5:30pm-7pm

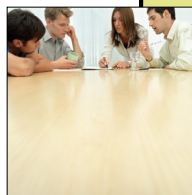
Mountain View, Palo Alto and Los Altos Chambers of Commerce bring to you this wonderful opportunity of business-to-business networking. Admission is \$10 for members & guest; payable at the door.

Location: Crowne Plaza Cabana Palo Alto, 4290 El Camino Real, Palo Alto

1/21 – Small Business Workshop for Start-ups

This SCORE workshop is designed to teach the basics of starting or improving a business. The workshop presents an overview covering the basics of making your business successful. For more information call: 408-288-8479

Location: San Jose Entrepreneur Center, 84 W. Santa Clara Street, San Jose.



State of the Biotech Industry: Focus on the Future, presented by G. Steven Burrill

DATE/TIME: Monday January 12, 2009, 4:30pm-7pm

LOCATION: UCSF Mission Bay Campus, 600 16th Street, San Francisco.

The esteemed G. Steven Burrill will provide an overview of the transformation taking place throughout the industry and will predict critical developments to the year 2020. For more information visit: www.baybio.org

VENTURE CAPITAL INVESTMENT—Q3 2008

Venture Capital Investment – Q3 2008

Venture Capital (VC) funding is an indicator of the job growth, health and productivity of the local economy. The following summary provides insight into the economic growth experienced by Mountain View in comparison to Silicon Valley as a region, and to the nation as a whole.

While venture capital investments were down 7% for the nation in the third quarter of 2008, Mountain View's share of venture capital increased. Mountain View companies received \$252 million in the third quarter, up from \$160 million in the first quarter, despite the number of deals falling from 18 to 14. Especially strong were Mountain View's biotechnology companies: five local biotech deals gathered \$206 million, which represents 34% of biotech investment in the Silicon Valley and 15% of the entire nation's investment in this sector.

The following is a list of the **five largest deals** for venture capital funding received by Mountain View Companies for the Third Quarter of 2008.

- **NovoStent** \$108 million biotechnology
- **ChemoCentryx** \$50 million biotechnology
- **NeuroPace** \$23.1 million biotechnology
- **Baxano** \$20 million biotechnology
- **Eye-Fi** \$11 million computers and peripherals

"Mountain View companies received \$252 million in Q3 2008, up from \$160 million in Q1 2008. "

MOUNTAIN VIEW FIRMS HONORED AT EMERGING TECHNOLOGY AWARDS



On December 4, 2008 Mountain View's Computer History Museum hosted the **San Jose Business Journal's Emerging Technology Awards**. This event recognizes the innovations and significant accomplishments of technology-oriented companies in Silicon Valley. Two Mountain View businesses were among those honored at the event:

- **Eye-Fi Inc.—Wireless and networking runner-up** Development of a memory card that allows photos to be uploaded wirelessly.
- **Plastic Logic Ltd.—Mobile technology runner-up** Technology that installs thousands of pages on a lightweight digital reader.

This year's Emerging Technology awards honored companies that are making valuable progress in the advancement of current technologies or those that are on the cutting edge in pursuing new and emerging technologies.



Green Initiative Update

Several of Mountain View's environmental initiatives took major steps forward recently, continuing the City's work to reduce both pollution and energy-related costs. Efforts range from curbing greenhouse gas emissions to limiting landfill dumping. Here is an update the City's ongoing 'green' projects.

Environmental Sustainability Task Force

After seven months of work, the City's Environmental Sustainability Task Force issued its Final Report in September 2008. More than 60 residents and local business people served on the Task Force, generating 89 recommendations aimed at reducing greenhouse gas emissions and helping to make Mountain View more environmentally sustainable. The Final Report detailing these recommendations is available on the City's Environmental Sustainability web site at www.sustainablemountainview.org.

Council Environmental Sustainability Committee

After receiving the 89 recommendations from the Environmental Sustainability Task Force, the City Council approved a council sub-committee in September 2008 to analyze the proposals and make recommendations where the City should focus its sustainability efforts, with a major emphasis on reducing the City's greenhouse gas emissions.

Greenhouse Gas Inventory

The City has completed a 2005 community-wide greenhouse gas emissions inventory, which will set the baseline for efforts to reduce emissions 11% by 2010, 25% by 2020, and 80% by 2050. An emissions inventory of City facilities and operations is currently underway.

Environmental Purchasing Policy

In October, the City Council approved an Environmentally Preferable Purchasing Policy designed to demonstrate the City's commitment to environmental stewardship and human health and safety. From appliances' efficiency to cleaning products' toxicity, the new policy will make environmental considerations a standard part of the City's purchasing process.

Construction and Demolition Ordinance

In August, the City Council adopted a Construction and Demolition Ordinance requiring demolition and construction projects greater than 5,000 sq. ft. to divert a minimum of 50% of debris from the landfill. Currently, construction and demolition debris comprises between 9 and 13 percent of Mountain View's waste. For more information, call Solid Waste and Recycling at (650) 903-6311.

For Available Commercial Property
throughout Mountain View- check out our web
site at www.mountainview.gov

CITY OF MOUNTAIN VIEW

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IMPORTANT LINKS

- Development Project Status List

www.mountainview.gov/civica/inc/displayblobpdf2.asp?BlobID=3222

- Available Commercial Property

www.mountainview.gov/city_hall/community_development/economic_dev/real_estate.asp

- Mountain View's Environmental Sustainability Program

www.mountainview.gov/services/learn_about_our_city/environmental_sustainability_program.asp

- NOVA—Workforce Development

www.novaworks.org

- Chamber of Commerce

www.chambermv.org

- Starting a Business

www.mountainview.gov/city_hall/community_development/economic_dev/starting_a_business.asp

MAYOR'S AWARDS RECOGNIZE LOCAL BUSINESSES

Winners of the 2008 Mayor's Awards were honored by Mayor Tom Means at a reception and ceremony at in the City Hall Rotunda on November 17, 2008. The Mayor's Award Program recognizes physical projects and social programs which have made a significant contribution to the City.

Mayor Tom Means noted "It was an honor to see the extraordinary programs that our community has developed. All winners and nominees should be proud of their projects and programs—they exhibit the best of Mountain View."

WINNERS!

Google Solar Panel Installation – Environmental Enhancement: The Google solar project was the first corporate installation of on-site solar power of its kind. This project has had tremendous environmental benefits and serves as a compelling and highly visible example of what organizations can do to provide clean, on-site renewable energy. The 9,212 solar panels installed on 197,000 s.f. of rooftops and solar carports produce a peak output of 1.6 megawatts of electricity, about 30% of the peak electrical demand for the buildings included in the project. This reduces Google's carbon footprint by approximately 3.6 million pounds of CO₂ per year, which is equivalent to about 4.3 million car miles.

Moffett Laundromat – Environmental Enhancement: Moffett Laundromat located at 400-B Moffett Boulevard is the first and only coin operated Laundromat, certified as a Green Business in Santa Clara County. The Laundromat became a green business by running more efficiently and environmentally friendly while maintaining revenue. The business owners are committed to educating customers and other businesses on energy savings and advantages of becoming a Green Business.